

The LifeLink

Spring 2022

BLOOD DONOR NEWSLETTER



LIFESERVE IS GROWING

and impacting more lives across Iowa, Nebraska and South Dakota

LifeServe was created in 1947 and has been partnering with local hospitals to be their sole provider of blood products for many years. Today, LifeServe provides 100% of all blood products needed to more than 130 hospitals across Iowa, Nebraska, and South Dakota.

Recently, LifeServe was selected as the new primary blood supplier to 12 hospitals across South Dakota. Hospitals choose which blood collection organization they want to receive blood products from. They base that decision on service, quality, reputation, and accessibility of products. These are the reasons why our local hospitals choose us to be their sole provider of blood products.

“The expansion into northern South Dakota is a natural extension of our mission of saving lives,” said Danielle West, LifeServe Blood Center Director of Public Relations and Marketing. “We’re honored that these additional hospitals have chosen us to be their blood provider and partner in saving lives. We already have team members who live and work in South Dakota, so expanding our lifesaving mission farther into the state is near and dear to our hearts,” said West.

As a community-based blood center, LifeServe Blood Center only hosts blood drives in the communities where that blood will go back into the area hospitals.

Because of these new hospital partnerships, LifeServe is expanding and growing in many areas of South Dakota. LifeServe recently opened a donor center in Yankton, South Dakota, and is expanding their location in Mitchell, South Dakota, to a larger location this summer. Additionally, LifeServe has been working to begin operations in Aberdeen, South Dakota to give local blood donors the opportunity to support their local hospitals.

Outside of South Dakota, LifeServe is also opening a location in Pella, Iowa. LifeServe has been the sole blood provider in Pella for many years and is excited to open their very own facility in town to continue saving lives.

Due to this growth and expansion LifeServe is actively hiring in many areas. If you are interested in learning more about LifeServe’s open positions visit lifeserve.info/work or call LifeServe at 800.287.4903.

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SAVE LIVES FOR A LIVING!

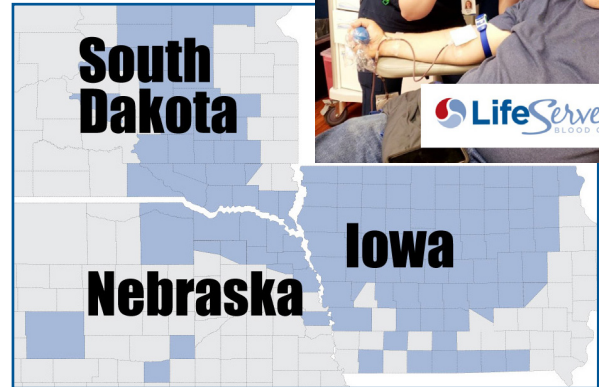
learn more at: lifeserve.info/work

LifeServe Blood Center is a dynamic and rewarding place to work. The success and growth of our organization and the ability to fulfill our corporate mission can only be accomplished through happy, satisfied and productive employees. Imagine saving lives for a living!

“There aren’t many organizations where you can say you are truly saving lives every single day.”

Stacy Sime, President & CEO.

Full & Part Time | Robust Benefits
Competitive Wages | Training Included



SAVE LIVES WITH US!

LifeServe BLOOD CENTER

NEW DONOR STORE ITEMS!



SAY GOODBYE TO THE FINGER STICK!

LifeServe Blood Center launches non-invasive, painless way to check hemoglobin levels for blood donors during the blood donation process.

How does it work?

The device is a finger sensor cuff, similar to a blood pressure cuff, and slides right on the thumb. It's attached to a cord that plugs into a small machine where donor levels display.

“We know that many of our donors dread the finger stick portion of their donation,” said Danielle West, LifeServe Blood Center Director of Public Relations and Marketing. “With this new technology we can make the blood donation process more comfortable which I’m sure is a big win for our blood donors.”

This new device will be available at all LifeServe locations this spring. We invite our blood donors to check it out and donate blood to help save lives!





THANK THE DONOR



“

I have had acute leukemia for the last year and wouldn't be here without the kindness of people like you. Just know that you are appreciated. Bless you and your family.

”



THANK THE DONOR

Thank you for your donation! I gave birth to a healthy baby boy named Cash. During recovery I had a post partum hemorrhage where I lost 2 to 3 units of blood. Your donation helped tremendously!

Thank you!



THANK THE DONOR

Our 10-week-old daughter received red cells to treat her anemia. We got to see first hand how important my own job as a phlebotomist at LifeServe is and how important blood donation is. Keep donating!



THANK THE DONOR

I can't thank you enough for having part in keeping my son alive!!! You are a blessing in the crazy world we live in!!

♥□□□



Thank the Donor Program

With our Thank the Donor program, local patients, their loved ones and hospital team members can now reach out and thank you for your donation! Thank the Donor™ is a patented, free, simple service allowing a patient, friend, or loved one to send an anonymous message to the person who donated the blood being transfused. Local hospital patients are now able to thank our blood donors for their generous blood donation!

Double check to make sure your email address is up to date so your recipient can reach you.



@LifeServeBldCtr

COVID-19 IMPACT ON BLOOD COLLECTIONS

The COVID-19 pandemic continues to impact blood donations nationwide. The largest impact has been to blood drives at businesses, high schools and colleges. Prior to 2020 LifeServe collected 70% of blood products in a mobile environment. In 2021, LifeServe collected 50% of blood products in a mobile environment and 50% in a donor center.

Although blood drives continue to be impacted, the need for blood products in hospitals never stops. The need for red cells and platelets

locally has risen in the past few years meaning LifeServe needs consistent red cell and platelet donors rolling up their sleeves to help save their neighbors.

Every blood type is important! If every blood donor donated just one more time than they normally do, there would never be a blood shortage.



Thank you so much for donating! My mom has leukemia and has to get an infusion of platelets today. I live in a different state than she does but I'm visiting her and sitting with her while she receives them. Thanks so much for being willing to donate!



JOIN OUR PLATELET PROGRAM

Blood and platelet transfusions are a vital part of cancer patients' care. During treatment, patients are at risk for low red blood cell and platelet counts and need platelet transfusions often. Because **platelets have a short shelf life** of just seven days, we need you. **Join our platelet program, receive gifts at donation milestones,** and become a **consistent light for someone fighting cancer.** Give them the chance for another day. And another.

Platelet donors will not have to use their online store points for any of these great rewards. These rewards won't be available in the online store because they are just for YOU, our lifesaving platelet donors. And the best part, no registration is required! All platelet donors are automatically enrolled!

Learn more at lifeserve.info/fightcancer and schedule your platelet appointment today!

2nd Donation

Bluetooth Tracker



Bluetooth Tracker

Link this Smart Bluetooth 4.0 Tracker to any of your easy to lose items (such as mobile phone, keys, pets, wallet, etc.) and rest easy knowing you'll always know where it is! This tracker links with a smartphone or tablet to keep you from turning the house inside out looking for your keys. Again.

4th Donation

Power Bar Power Bank



Power Charger Bank

Dead phone or tablet batteries will be a thing of the past with this great portable charger! Plug in your devices and extend their battery life day after day.

6th Donation

Wireless Speaker



Wireless Speaker

Enjoy your favorite tunes or podcasts wherever you are with this small but mighty portable Bluetooth speaker! Sync with your phone to amplify the volume to fit your environment.

8th Donation

Full Zip Hoodie



Full Zip Hoodie

There's nothing like a favorite hoodie that helps show off your passion for and dedication to saving lives!